

# **Exhibit 13**



Design is different here. We come to work each day inspired by the future and eager to be a part of it.



Uber Design [Follow](#)  
Aug 9, 2015 · 3 min read

We spend every day thinking about new ways to improve cities for the riders and drivers who live in them. With your unique perspective, our dreams for tomorrow will move closer to reality.

# We believe in

## Improving cities

Every project at Uber begins in an effort to improve both cities and the lives of people who live in them.

## Seeking big opportunities

Technology changes quickly, and we always want to stay one step ahead. By focusing on the future we can realize bigger opportunities.

## Making magic

Every experience should be magic. When people use our apps, we want them to wonder how they ever lived without them.

## Experimenting with design

With every project, we learn more about what works. We test our assumptions constantly to make sure our designs really work.

## Being impactful

Our designs are used by millions around the world every day. We try hard to simplify and improve our customers' lives.

## Find the perfect fit

**We're looking for talented creatives from all disciplines. Our team is focused on a common goal of creating beautiful, functional designs. We'd love for you to join us. Discover the right role for you.**





## Product Design

We're constantly inventing, iterating, and increasing transportation opportunities for everyone, everywhere. As a diverse team of researchers, strategists, designers, and writers, we're focused on improving current features and imagining new futures for our technology through magical user experiences.

“We’re designing experiences that don’t exist yet. Because of that, we’re constantly innovating and improving what we’re making. It’s an amazing challenge, and it’s also incredibly rewarding.” — Amritha Prasad, Product Designer

*[View open roles](#)*





## Brand Design

Our team creates the architecture behind Uber's global identity. We launch campaigns and design standards that give Uber a cohesive look and feel. Our team includes designers, producers, copywriters, illustrators, and videographers.

**“I joined because I liked that Uber was building creative teams and sharing their design process. I’m very excited to learn from my experienced peers and grow alongside the team.” — Alice Yang, Illustrator**

*[View open roles](#)*



## Marketing Design

Our team of marketing professionals creates emails, social posts, websites, and digital ads to benefit our rider and driver communities. We use data to inform and iterate on our designs, and we're proud of our industry-leading response rates.

“Art and science hold hands here. There are tons of opportunities to be creative — which is sometimes unexpected at a tech company.” - Chris Lohouse, Motion Designer

[View open roles](#)

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The image shows a Twitter profile page for the account @DesigningUber. The header image is a vibrant green wall covered in various plants and flowers, with a large, glowing neon sign that reads "WE ARE" in pink and "design" in white script. A black circular profile picture for Uber Design is displayed on the left. The top navigation bar includes Home, Moments, Notifications (85), Messages, a search bar, and a Tweet button. Below the header, the bio reads: "The design team behind @uber. Driven to design." It also lists location as Global, website as [uber.design](http://uber.design), and joined date as September 2014. The stats section shows 792 tweets, 65 following, 19.5K followers, 336 likes, and 1 list. A "Follow" button is present. The main feed displays a pinned tweet from September 2018 announcing a new look for Uber, featuring a large black banner with the word "Uber" in white. To the right, there's a "Who to follow" sidebar listing accounts like Airbnb Design, Dropbox Design, and Google Design, each with a "Follow" button. A "Trends for you" section at the bottom also lists John Singleton.

WE ARE  
design

Uber

Tweets 792 Following 65 Followers 19.5K Likes 336 Lists 1

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**Uber Design**  
@DesigningUber

The design team behind @uber. Driven to design.

Global  
[uber.design](http://uber.design)  
Joined September 2014

[Tweet to](#) [Message](#)

334 Photos and videos

Pinned Tweet  
**Uber Design** @DesigningUber · 12 Sep 2018  
Meet the new Uber.  
Today, we're unveiling an entirely new look that will eventually feature a fresh, custom-made typeface, new colors, a redesigned in-app look including animations and more ✨

**Who to follow** · Refresh · View all

- Airbnb Design @Airbnbde... [Follow](#)
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**Trends for you** · Change  
John Singleton

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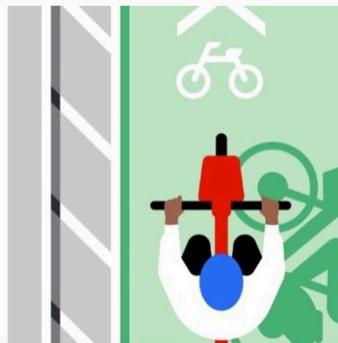
uberdesign Follow ...

406 posts 6,172 followers 189 following

**Uber Design**  
Here you'll see a collection of our work, passion projects, and a peek into who we are. Follow along to see what it's like to work in design @uber  
[uber.design](#)

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POSTS TAGGED



Mac OS Dock:

- Finder
- Mail
- Firefox
- Calendar (Jun 19)
- Notes (7)
- Reminders
- Maps
- 3D View
- Photos
- iCloud Drive
- File
- Numbers
- Pages
- Keynote
- Font Book
- Music
- iBooks
- Dictionary
- App Store
- System Preferences
- Adobe InDesign (Ai)
- Adobe Photoshop (Ps)
- Adobe Illustrator (Ai)
- Adobe Sketch (S)
- WhatsApp (5)
- Firefox

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# Uber

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New window decals  
Required by local regulations

Uber decals required by local regulations  
Uber requires drivers to display Uber window stickers on their vehicles. These are required by local regulations and are free to download after you've signed up for Uber. They do not count against your vehicle's insurance coverage.

Stand out in the crowd  
Show off what you have! Make sure your Uber vehicle stands out from the rest. If you're not sure where to put your Uber decal, here are some tips:

1. Make sure it's visible from the front and rear of the vehicle.
2. Make sure it's not covering any important information like license plates or mirrors.
3. Make sure your Uber decal is clean and clear.

Pro tips for displaying your decals

1. Make sure there is a clean windshield.
2. Make sure it's the glass of the front and rear passenger side windows.
3. Make sure other important things like license plates, etc. are visible.

Front Windshield  
Rear Windshield

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77 Design for pattern.